

## **Historic, Archive Document**

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# A BIG ADVERTISING PROGRAM

## for a BIG *Faith* FALL!

You'll get a heap o' buying activity this Fall, because we're backing you with the most ambitious summer's end advertising campaign in our company's history. Here's effective follow-through on our big Spring sales promotion. Let it work for you! Stock up now on Faith FINE LAWN PRODUCTS.

### RADIO

WOR — New York

"JOHN GAMBLING'S LAWN PARTY"

15 minutes, every Saturday morning at 9:15 starting September 11th. With the popular John Gambling teaching the fundamentals of Fall lawn building.

WCOP — Boston

"GEORGE GRAVES' HOME & GARDEN NEWS"

Every Tuesday and Friday morning beginning August 24. One of New England's most listened-to gardening shows.

### NEWSPAPER

A consistent program of advertising in the following publications starting August 29th.

New York Times

Boston Herald

Herald Tribune

Boston Globe

New York Sun

N. Y. World Telegram

### 50/50 ADVERTISING PLAN

You advertise in your local papers . . . we pay half. Write for particulars.

FREE MATS

WINDOW STREAMERS

MAILING PIECES

# 3

## NEW

# *Faith*

## PRODUCTS

that will Sell BIG!

### 1 *Faith* LAWN DIET

A complete and balanced food for the established lawn. Will aid in producing rich, luxurious, weed-free turf.

50 lb. Bag . . . . . \$3.75  
(Dealer Discount, 40%)

### 2 *Faith* SOIL FOOD with INSECT CONTROL

A new product that KILLS soil insects and FEEDS the soil in one easy application. CHLORDANE blended with a FIFTY PERCENT ORGANIC fertilizer for gardens and turf. Controls ants, cinch bugs, Japanese beetles, beetle grubs, and other insects.

50 lb. Bag . . . . . \$5.00  
(Dealer Discount, 40%)

### 3 *Faith* SOIL TESTER & GUIDE

Wonderful, new pocket-size tester, developed by us. Saves time money and hours of wasted effort. Gives soil analysis and remedy for lawns or gardens in two minutes.

Each . . . . . \$1.00  
(Dealer Discount, 40%)

Order NOW, for *Your* BIG *Faith* FALL



THE DOUGHTEN SEED COMPANY

151 TWELFTH STREET, JERSEY CITY 2, N. J.



